

Revolutionary transformation: The Power of upcycling design



Podcast Host:

Welcome to our exploration of sustainable fashion. Today, we're delving deeper into the transformative world of recycling and upcycling with the help of renowned eco-designer, Anika Ilovska. Just an introduction – recycled fabrics are reclaimed from pre-consumer and post-consumer waste and then processed into new, usable textiles. A staggering fact is that recycling just one ton of cotton can save as much as 765 cubic meters (202,000 US gallons) of water. This process not only conserves resources but also significantly reduces landfill waste. Furthermore, recycling synthetic fabrics, like polyester, can reduce energy consumption by up to 60% compared to virgin polyester production, showcasing the energy efficiency of this process.

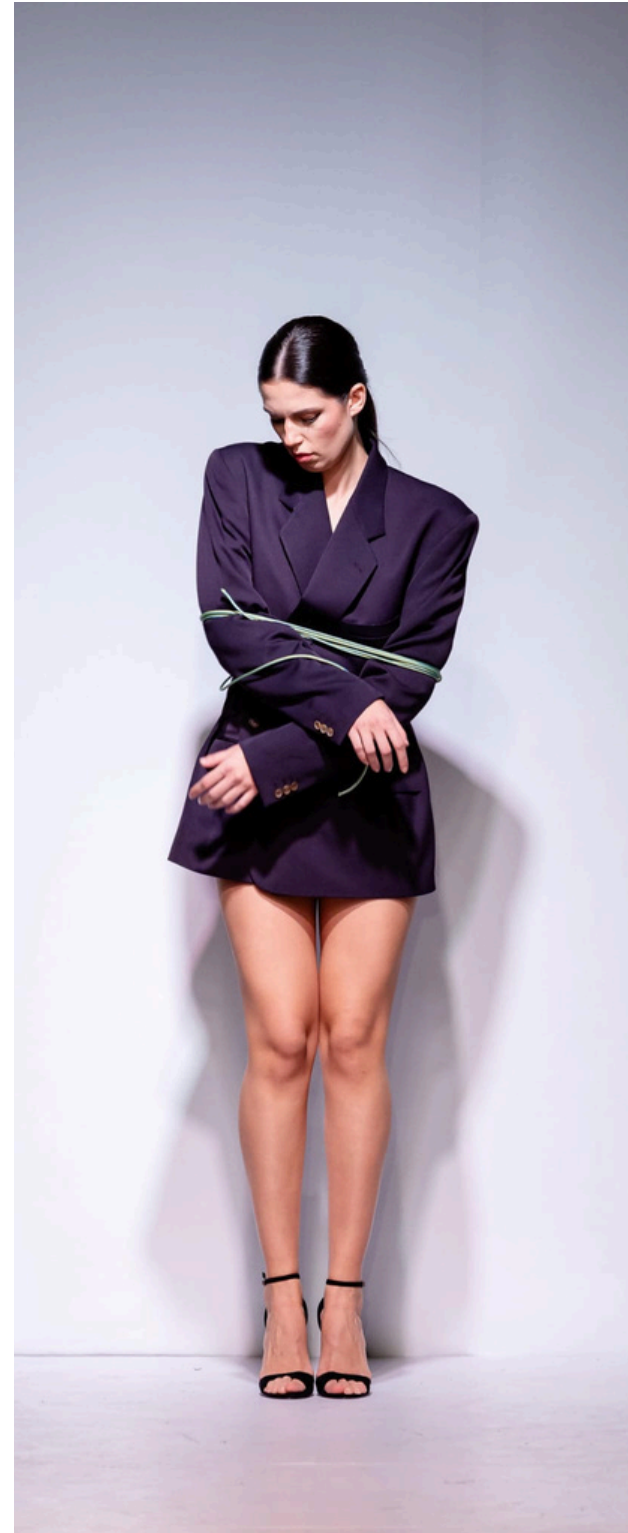
Anika, thanks for joining us today.

Anika:

Thank you for your invitation and the opportunity to present my work and ideas behind my collection to a larger audience.

Podcast Host:

Anika, you have been part of the fashion industry using used materials for several years and I can say that your Perennial collection have been quite revolutionary. Could you share a bit about your creative process when starting a new piece or collection with used materials?



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Anika:

My creative process is deeply influenced by my daily life and travels. I draw inspiration from the environments I encounter, whether it's the vibrant colors of a bustling city or the textures of nature. When I start a new piece or collection, I begin by researching and gathering ideas, which often leads to exciting discoveries about the models I want to use.

Working with men's blazers presents unique challenge and opportunity to transform something new.

I assess the available blazers and materials, thinking about how to repurpose them into something fresh and modern. I aim to honor their history while giving them a new life. Each piece evolves organically; I often let the blazer guide my decisions, ensuring that the final design reflects both sustainability and style. Ultimately, my goal is to create pieces that not only look good but also tell a story and connect with people.

Podcast Host:

That sounds incredibly inspiring! With such a focus on materials that others have discarded, what are some of the unexpected challenges you've faced in this niche of fashion design?



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Anika:

Transforming men's blazers into women's wear is a unique and creative approach that aligns well with sustainability. However, there are certainly challenges that come with this niche in fashion design, especially regarding customer expectations and the nature of oversized clothing.

Since I'm working with men's blazers, sizing can be inconsistent, and not all blazers will be suitable well into women's fits. This can lead to challenges in ensuring that each piece is flattering and functional for various body types. Customization and adjustments may be necessary, which can increase production time and costs.

Podcast Host:

Speaking of shifting perceptions, can you share a memorable moment or breakthrough that reinforced your commitment to sustainable fashion?

Anika:

A breakthrough moment for me occurred during a recent fashion event where I showcased my collection. As I interacted with customers, I noticed a significant shift in how people responded to my designs. More women were recognizing the unique aesthetic and philosophy behind my brand—one that merges sustainability with a distinctive style.



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Podcast Host:

Incredible story, Anika. It's clear that your work isn't just about fashion—it's about making a statement and making an impact. Thank you for sharing your insights and experiences with us today. Your innovative approach gives us all hope for a more sustainable and beautiful future in fashion.

Anika:

Thank you for your kind words! It's truly rewarding to hear that my work resonates with you. Fashion can be a powerful medium for change, and I'm passionate about transforming perceptions around sustainability in the industry. By showcasing the beauty of upcycled garments and encouraging thoughtful consumption, I hope to inspire others to consider the impact of their fashion choices.

Podcast Host:

Thank you for joining us in this enlightening discussion on upcycling and giving new life to clothing. Stay tuned for more insights into how we can make fashion both beautiful and beneficial for our planet.



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